

# News Letter

## AMERICAN MANAGEMENT ASSOCIATION

20 Vesey Street

New York, N. Y.

No. 11

March 24, 1924

### SALES EXECUTIVES CONVENTION

April 10 and 11, 1924  
HOTEL LaSALLE, CHICAGO

Thursday: April 10th

#### FORENOON

K. K. Bell, Vice President and General Manager,  
Calumet Baking Powder Company, *Presiding*.

8:30 Registration: 19th Floor, Hotel LaSalle.

10:00 CO-OPERATIVE RESEARCH IN  
SALES MANAGEMENT.

By John A. Stevenson, Vice President-  
in-charge, Sales Executives' Division,  
American Management Association.

10:30 SALES RESEARCH WITHIN THE  
COMPANY.

By R. B. Flershem, General Sales Man-  
ager, American Radiator Company.

12:15 LUNCHEON. With Advertising Coun-  
cil, Chicago Association of Commerce.

RELATION OF POSTER ADVER-  
TISING TO SALES AND OTHER  
POSTER ADVERTISING TOPICS.

By George H. Williamson, President,  
Williamson Candy Company.

By Claire Loveless, Advertising Man-  
ager, The Wahl Company.

By Jack Thomas, Advertising Manager,  
Wilson & Co.

By Professors F. A. Oust and W. A.  
Sumner, University of Wisconsin.

Tickets at \$1.00 can be purchased at the door,  
Ball Room, Hotel LaSalle.

#### AFTERNOON

John A. Stevenson, Second Vice President,  
Equitable Life Assurance Society, *Presiding*.

2:00 Discussion of luncheon topic.

2:30 PRINCIPLES AND METHODS OF  
TRAINING SALESMEN.

By W. W. Charters, Director, Research  
Bureau for Retail Training, Univer-  
sity of Pittsburgh.

The first research report of the Sales  
Executives' Division will be presented  
and discussed at length.

4:00 HOLDING SALES CONFERENCES.

By C. T. Anderson, Assistant to Presi-  
dent, Safe Cabinet Company.

6:30 DINNER. (Informal, Ball Room, Hotel LaSalle. Held in co-operation with Chicago Sales Managers' Association.)  
E. J. Anderson, President, Chicago Association of Sales Managers; District Manager, Fuller Brush Company, *Presiding*.

**STRENGTH AND WEAKNESS OF SALES MANAGERS.**

By R. R. Deupree, General Sales Manager, Procter and Gamble Company.

**IS BUSINESS COMING OR GOING?**

By Archer Wall Douglas, Chairman, Committee on Business Standards and Statistics, United States Chamber of Commerce.

Friday: April 11th

**FORENOON**

T. W. Van Schoiack, Sales Manager, Robert Johnson Rand Shoe Company, *Presiding*.

8:30 Registration and Information desk: 19th Floor, Hotel LaSalle.

**10:00 DEVELOPMENT AND PROPER USE OF THE SALES MANUAL.**

By L. V. Britt, General Sales Manager, Burroughs Adding Machine Company.

**11:30 COMPENSATION OF SALESMEN.**

By C. K. Woodbridge, President, Dictaphone Corporation.

12:15 LUNCHEON. With Executives' Club of Chicago.

**CORRELATING SALES, FINANCE AND PRODUCTION THROUGH BUDGETARY CONTROL.**

By J. O. McKinsey, Head of Accounting Department, School of Commerce and Administration, University of Chicago, Partner, Frazer and Torbett.

Tickets at \$1.00 can be purchased at the door, Tiger & Crystal Rooms, Hotel Sherman.

**AFTERNOON**

J. W. Fisk, Merchandising Counsel, The Milwaukee Journal, *Presiding*.

2:00 Discussion of luncheon topic.

**3:00 SALES BUDGET TECHNIQUE.**

By C. I. Drake, Asst. to President, Walworth Manufacturing Company.

4:15 Motion Picture on an industrial sales subject.

**CONVENTION REGISTRATION FEE: \$2.00**

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**POSTER ADVERTISING EXHIBIT**

A poster advertising exhibit organized by the Advertising Council of the Chicago Association of Commerce will be displayed in the Ball Room, 19th Floor, Hotel LaSalle, on Thursday April 10th and may be visited by persons attending the Convention. We extend our thanks to the Chicago Association of Commerce for this courtesy.

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## CHICAGO RECEPTION COMMITTEE

Members of the Chicago Reception Committee in connection with the A. M. A. Sales Executives' Convention are:

*From the American Management Association.*

G. R. Cain, Swift and Company.

A. G. Frost, Sales Manager, The Wahl Company.

Edgar Alexander Russell, Director of Research, LaSalle Extension University.

*For Advertising Council, Chicago Association of Commerce.*

W. Frank McClure, Vice President, Albert Frank & Co., Chairman, Advertising Council.

John Wilson, Manager, Western Division, The Hygienic Products Co.

Preston Reed, Secretary, Advertising Council.

*For the Executives' Club.*

Charles M. Holmes, Vice President and Sales Manager, W. M. Welch Manufacturing Company and President, Executives' Club.

K. K. Bell, Vice President and General Manager, Calumet Baking Powder Company.

Ray Warren, Assistant Sales Manager, W. M. Welch Mfg. Company.

*For the Chicago Sales Managers' Association.*

E. J. Anderson, Division Sales Manager, The Fuller Brush Co., President, The Chicago Sales Managers' Association.

W. J. Dennison, R. J. Richards Company; Secretary, The Chicago Sales Managers' Association.

*For the Chicago Association of Manufacturers' Representatives.*

J. N. Dribben, Branch Manager, George Washington Coffee Refining Company.

C. N. Johnson, California Packing Corporation.

*For the Advertising Specialty Association.*

C. B. Goes, Jr., Secretary and Sales Manager, Goes Lithographing Company.

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## TRAINING OF SALESMEN

First report of the SALES EXECUTIVES' DIVISION covering the Salesmen Training Methods of:

Alexander Hamilton Institute.

Burroughs Adding Machine Company.

Dennison Manufacturing Company.

Equitable Life Assurance Society.

Goodyear Tire & Rubber Company.

Metropolitan Life Insurance Company.

National Cash Register Company.

Spirella Company, Inc.

Swift and Company.

and a valuable statement on Guiding Principles in Training Salesmen: 200 pages.

This report has been issued to the members of the Sales Executives' Division. Additional copies are available to Company

members at \$6.00 per copy; to Sales Executives joining the Association before April 1, the report will be free, but it will not be available to non-members before October 1, 1924, or possibly later.

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### SALES MANAGEMENT INDEX

The AMERICAN MANAGEMENT REVIEW features in The Management Index a section of abstracts of current magazine articles on Sales Management covering all such magazines as, Printers' Ink, Printers' Ink Monthly, Sales Management, Management and Administration, System, Management, Postage, The Mailbag, Salesology, Selling and Advertising, Industrial Management, Advertising Fortnightly, etc. and a considerable list of trade magazines and house organs.

In addition the Management Index contains reviews of important books on Sales Management and reading notices of less important books.

How one reader views the "Index" is evident from the following letter:

"Our Department has been especially pleased with the Management Index section which contains news notes and abstracts. If you keep this feature up to present standards, we will be enabled to dispense with a costly digest service.

"We find that the Index covers more thoroughly than any other service, current contributions to problems in the field of sales management. It has saved us valuable time and is going to save us money."—H. G. Kenagy, Sales Research Department, The Procter & Gamble Company.

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### PLANT EXECUTIVES' CONVENTION

The Conference on "Administration of Employee Representation Plans" will be held by the Plant Executives' Division on Thursday and Friday May 22 and 23 at the Hotel Statler, Cleveland, Ohio.

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### WHY A REGISTRATION FEE

The practice of financing convention expenses by means of a registration fee is being adopted by professional societies generally.

A registration fee has the particular advantage of keeping away people who are only casually interested—but who take up much time asking elementary questions.

It also equalizes conditions between those who can attend and those who by reason of distance or engagements cannot attend.

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